

The Great  
Boston  
Salvage Co.

# SALE



## Of Entire Stock of The Leader Department Store

A Sale that means a Saving of 25 to 33 per cent to every family in North Platte and vicinity. A sale conducted for the purpose of Stimulating Business by relinquishing all profits, not a sale of old stock, but merchandise bought this spring for this season's trade; new, clean, fresh, crisp merchandise that is desirable in every way and now offered you at price reductions of one-fifth to one-half. The Boston Salvage Co. are in charge, they guarantee every word in this advertisement. No misstatements, no misrepresentations, the bargains will be found here and on sale, so don't miss it, but be here with the opening of the doors on SATURDAY MORNING.

### Tremendous Price Reductions on all of our Suits, Coats, Dresses, Etc.

#### The Suits

All Alternations FREE!

The Leader's magnificent Suit Stock consisting of every new model shown this season—the Short Jackets, the Kimona sleeves, the Tier Skirt, all the new styles suits of Gaberdines Serges, Ratines, Poplins, Crepe Cloths, and Moire Silks, in every new color, including Mahogany, Tango, New Blue, Taupe, etc. Suits that were formerly priced at \$15 to \$27—and cheap at that—now **\$9.85** and up to **\$19.85** selling at.....



#### The Dresses

All Alternations FREE!

Beautiful dresses for street, afternoon or evening wear. Dresses with the quaint old fashioned touch so popular this season. New collars and frills and skirts with tier and tunic effect. Silk Poplins, Crepe Meteor and Crepe Foulards, Taffetas and Soft Wool Materials in all colors. These were formerly priced at \$10 to \$27.50 now **\$6.98** to **\$19.85** on sale at.....

#### The Coats

The Smartest, Newest, Best Spring Coats shown in Nebraska; the New Short Models; the Balmaean and the Conservative Longer Coats in Gaberdines, Serges, Poplin, Taffetas, Faille and Moire Silks, just as smartly tailored as can be. New colors, Tango, Mahogany, Copenhagen and all other good shades, formerly priced at **\$5.50** to **\$13.85** \$8.50 to \$25 now on sale at.....

Smart Wash Dresses for Summer, street and afternoon wear, pretty Lingerie Dresses with lace and embroidery collars; new sleeves, and high and low necks. Formerly priced **\$2.98** to **\$8.95** at \$4.50 to \$12.50, on sale at.....

Neat House Dresses for morning wear, fine Percalines in good fast colors, nicely trimmed, **89c** \$1.25 values at.....

New Bungalow and All-Over Aprons in smart new colors 75c values at..... **43c**

#### MEN'S HATS AND CAPS

MEN'S \$5 STETSON HATS NOW.....\$3.69  
MEN'S \$1 AND \$2 SOFT HATS NOW... 49 and 98c  
50 and 75c CAPS, NEW SHAPES..... 25 and 39c  
35, 50 and 75c STRAW HATS NOW..... 19c

#### MEN'S PANTS

MEN'S \$2 KHAKI PANTS NOW.....\$1.19  
MEN'S \$2 WORK PANTS NOW.....\$1.19  
MEN'S \$3 DRESS PANTS NOW.....\$1.69

#### MEN'S SHIRTS

MEN'S 50c WORK SHIRTS NOW..... 39c  
MEN'S 75c DRESS SHIRTS NOW..... 49c  
MEN'S \$1 DRESS SHIRTS NOW..... 79c

#### MEN'S UNDERWEAR

WILSON BROS' UNION SUITS..... 89c  
POROSKNIT UNION SUITS..... 48c  
ATHLETIC UNION SUITS..... 59c  
BALBRIGGAN SHIRTS AND DRAWERS..... 23c  
FRENCH BALBRIGGAN UNDERWEAR..... 39c

#### MEN'S HOSIERY

ROCKFORD SOX, PAIR..... 5c  
15c BLACK AND TAN HOSE..... 9c  
35c SILK HOSE NOW..... 25c  
25c LISLE SILK HOSE..... 19c  
50c PURE SILK HOSE..... 39c

#### NECKWEAR AND SUSPENDERS

25c AND 35c SILK NECKWEAR AT..... 19c  
25c SUSPENDERS, SPECIAL..... 15c

#### BOY'S SUITS

BOYS' 75c WASH SUITS NOW..... 43c  
BOYS' \$3.50 KICKERBROOKER SUITS..... \$2.19  
BOYS' \$6 BLUE SERGE SUITS..... \$3.98  
BOYS' \$7.50 KICKERBROOKER SUITS..... \$4.48

#### Union Made Overalls 80c

Finks Included

#### DRY GOODS

ALL STANDARD PRINTS A YARD..... 5c  
HOPE MUSLIN, 12 YARDS..... \$1.00  
10c BLEACHED MUSLIN A YARD..... 7c  
15c RED SEAL GINGHAMS, A YARD..... 9c  
12 1-2c DOUBLE FOLD PERCALES, A YD..... 8c  
15c FINEST PERCALES, A YARD..... 11c  
15c CURTAIN SCRIMS, A YARD..... 11c  
35c ETAMINE DRAPERY, A YARD..... 25c  
10c TURKISH TOWELS..... 5c  
20c TURKISH TOWELS..... 14c  
35c TURKISH TOWELS..... 19c  
20c COTTON CREPES, A YARD..... 11c  
50c LAWNS AND ORGANDIES, A YARD..... 14c  
AMOSKEAG APRONS, GINGHAM, A YARD..... 6c  
ALL TABLE LINEN..... 20 per cent OFF  
ALL BED SPREADS..... 20 per cent OFF

#### BARGAINS IN CHILDRENS SHOES

Lines to numerous to mention. Every pair reduced in price. SPECIAL Child's White Oxfords..... **25c**

### All Mens Suits Reduced

#### \$10 and \$12 Spring Suits at \$7.48

The entire Men's Clothing Stock cut in price. No old suits but all this season's snappiest styles—and save you at least 25 per cent. New styles in fancy and plain Cassimere, well tailored, perfect fitting and a good range of colors and patterns. Suits that have been on sale this season at from \$10 to \$12.50 now..... **\$7.48**

#### \$15 Spring Suits at \$9.98

All Wool Suits in latest models, Blacks, Blues, Browns, Greys and Fancys. Suits with good tailoring and excellent linings, formerly priced as high as \$15 now..... **\$9.98**

#### \$20 Spring Suits at \$12.48

New Worsted, Wool Cassimeres, Serges and Tweed, plain colors and fancy patterns, high class tailoring and selected lining, formerly priced up to \$20 now on sale at..... **\$12.48**

#### \$25 Spring Suits at \$14.85

Including the famous "Sophomore" clothing. Nothing better made, hand tailored, New English cut, soft roll collars, patched pockets, regular \$25 suits now on sale at..... **\$14.85**

The entire Shoe stock now cut and slashed. You get a bargain on every Shoe. You know the quality of the "Leader" Shoes, so you know that when prices are cut you save money. Be sure to come early before the sizes are broken so that we can be sure to fit you.



DESIGNED BY  
MAYER BROS.  
CHICAGO



### Every Shoe a Bargain

#### Women's \$4.50 Dress Shoes \$2.19

One lot including "Queen Quality" Lace, Button and Oxfords, Gun Metal, Patent Leather, Vici Kid, all good Styles, while they last only..... **\$2.19**

#### Men's \$3.50 and \$4 Dress Shoes at \$2.69

Gun Metal and Velour Calf, Vici Kid and Patent, Leather, laced, button and low cut, regular \$3.50 and \$4 values on sale at..... **\$2.69**

#### Men's \$3 Dress Shoes at \$1.98

One assorted lot of Men's Shoes, work or dress style, good quality and reliable, formerly priced up to \$3 now on sale at..... **\$1.98**

## THE LEADER DEPARTMENT STORE

NORTH PLATTE, :: NEBRASKA

#### WOMEN'S WAISTS

Lingerie White Waists of Sheer Voile and Bastiste, new collars and sleeves, lace and embroidery trimmed, \$1.50 Waists..... **98c**

#### CREPE AND SILK WAISTS

Beautiful New Waists of Crepe de China Crepe Meteor, New Gladstone and Bontel Collars two lots, \$2.50, \$3.00 and \$4.00—**\$1.98** and **\$2.98** Waists at.....

#### PETTICOATS

75c WASH PETTICOATS AT..... 49c  
\$2.50 SILK PETTICOATS AT..... \$1.50  
ALL OTHER PETTICOATS 20 PER CENT OFF.

#### CHILDREN'S COATS

A wonderful line to select from. All New Spring Models—Choice 20 per cent off.

#### CHILDRENS DRESSES

All kinds of Wash Dresses—School and Sunday Dresses—Ginghams, Percalines and White Lingerie Dresses—20 per cent off.

#### ROMPERS

50c ROMPERS REDUCED TO..... 39c

### EXTRA SPECIAL \$2.50 Lace Curtains

A special lot of elegant Lace Curtains, beautiful patterns, \$2.50 values, only four pair in the lot—special..... **\$1.48**

#### SEPARATE SKIRTS

\$7.50 to \$10 Skirts, Black, Navy and colors everyone a desirable Skirt, special..... **\$2.19**

#### SKIRTS NEW MODELS

All the new Tier, Tunic, Pouch and Overskirt effects—best materials and all colors—reduced 20 per cent.

#### SILK AND DRESS GOODS

\$1.00 NEW SUMMER SILKS, yd..... 59c  
75c CHINA SILKS, yd..... 39c  
35c TUB SILKS, yd..... 23c  
\$1.00 MESSALINE SILKS, yd..... 69c  
\$1.25 TAFETA SILKS, yd..... 98c  
\$2.25 CHARMEUSE SILKS, yd..... \$1.69  
\$1.50 SILK POPLINS, yd..... \$1.19  
75c WOOL CHALLIES, yd..... 43c  
75c WOOL SERGES, yd..... 48c  
\$1.00 CRAVENETTE, yd..... 78c  
\$1.25 GABARDINES, yd..... 78c

#### WOMEN'S FURNISHINGS

10c SUMMER VESTS..... 5c  
15c WOMAN'S AND CHILDREN'S HOSE..... 9c  
25c WOMAN'S AND CHILDREN'S HOSE..... 19c  
CORSETS REDUCED 20 PER CENT.  
\$1.25 LONG, 16 button, SILK GLOVES..... 98c  
75c SHORT SILK GLOVES..... 48c  
\$1.25 KID GLOVES..... 98c  
LACES AND EMBROIDERIES 20 PER CENT OFF  
TRIMMINGS AND RIBBONS 20 PER CENT OFF  
CHILDREN'S PARASOLS, SPECIAL..... 19c

NO CHANGES DURING THIS SALE.

Sale Starts Promptly Saturday Morning, May 9th